

THE RETAIL MERCHANTS' JOURNAL

VOL. 2

OF CANADA

NO. 5

ALL RETAIL TRADES UNITED

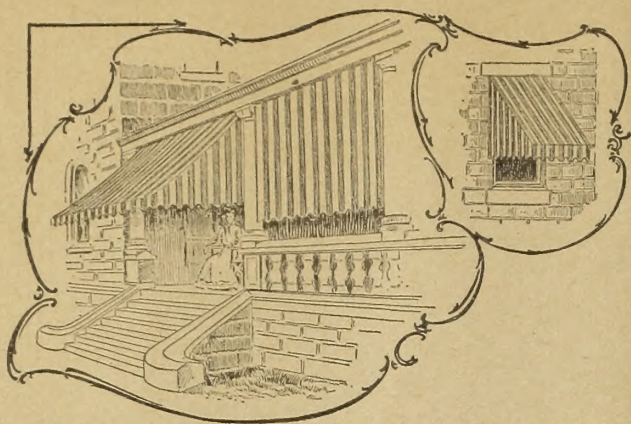
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JUNE, 1904.



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Flake Wheat
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ROLLED OATS**

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Give, without extra charge to their customers, Courteous Treatment, Prompt

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OUR VINEGARS ARE
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Which we guarantee cannot be surpassed in quality. Our English
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We can save you money.

IF YOU WANT TO

KEEP WARM

THIS WINTER

ORDER YOUR COAL OF US.

IT'S COAL THAT HAS
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Wholesale Dealers in

BOOTS, SHOES, RUBBERS, OIL TAN
LARIANS, LUMBERMEN'S KNIT
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Our Special Brands:

MAPLE LEAF RUBBERS.
MAPLE LEAF SOLID LEATHER STAPLES.
THE IMPERIAL SHOE.

A High Grade Shoe for Men and Women.

Made in all Fine Leathers.

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GOLDEN SYRUP VINEGAR

Beautiful Golden Color.

Delicious Flavor.

FOR PICKLING purposes and TABLE use is far superior to White Wine or Cider Vinegars, and COSTS NO MORE.

TRY A SAMPLE BARREL. Your Customers will be delighted with it.

MANUFACTURED UNDER GOVERNMENT SUPERVISION—ONLY BY—

The WILSON, LYTTLE, BADGEROW CO. Limited
TORONTO, ONTARIO, The Largest Vinegar Works in America.

R. G. GARDINER

681-683-685 QUEEN ST. WEST,

Is now manufacturing all kinds of

FINE CARRIAGES

And has in his employ the very best workmen that can be procured.

Call and inspect the work.

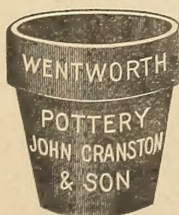
REPAIRING IN ALL ITS BRANCHES PROMPTLY ATTENDED TO.

Phone Park 796.

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OF THE

Retail
Merchants'
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OF CANADA.
Information from the Secretary.

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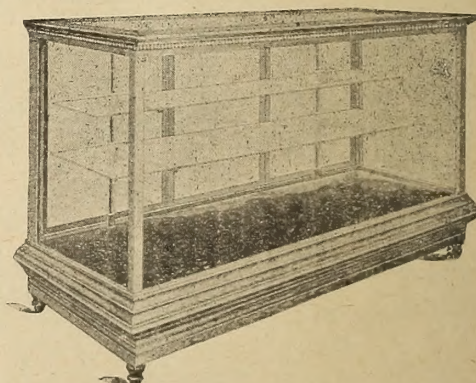


STANDARD FLOWER POTS,
HANGING BASKETS,
FERN PANS,
CUT FLOWER JARS, AND
ALL FLORISTS' SUPPLIES.

.....

SPECIAL ATTENTION GIVEN TO ORDERS
FOR STORE TRADE IN FLOWER POTS
AND SAUCERS.
WRITE FOR PRICES.

JOHN CRANSTON & SON
HAMILTON, ONT.



NO. 70.

This cut illustrates one of our favorite
FLOOR CASES.

We make other styles, also

**COUNTER CASES, WALL CASES,
STORE FITTINGS, OFFICE
AND BANK FIXTURES.**

Write us a post card NOW and ask for our
new catalogue.

LONDON SHOW CASE WORKS,
673 BATHURST ST., LONDON, ONTARIO.

The Wholesale Fruit
and Commission
House of

WHITE & CO. 64 Front St. East
TORONTO, CANADA

DIRECT IMPORTERS

**Oranges, Lemons, Bananas, Figs, Dates, Spanish
Onions, Malaga Grapes.**

YOUR ACCOUNT SOLICITED.

OUR WEEKLY PRICE LIST MAILED TO ANY DEALER—WRITE FOR IT.

CONSIGNMENTS of Butter, Eggs, Poultry and other Produce handled by us to best advantage, and top prices obtained. Try us, charges moderate. Cold Storage on premises.

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Importers and Manufacturers.

The Only House in Canada

Carrying Everything in Glass



Church and Cathedral Leaded Windows.
Memorial and Portrait Windows.
Mitred and Sand Cut,
Chipped, Obscured and Enamelled,
Paper Weights and Advertising Signs.

LONDON, ONTARIO, CANADA.

Learn to Advertise Your Store,

Or if you have not time yourself, pay for a course for one of your bright clerks. Get booklet on our specialized course in advertising. Tells about our new method of advertising study.

SEPARATE COURSE FOR EACH LINE OF BUSINESS.

Our method is absolutely new and practicable. It tells you all there is to learn about advertising your particular goods.

GOOD ADVERTISING IS TO-DAY THE BASIS OF SUCCESS.

Begin now ; take our course of study and learn to advertise your store.

We look after your advertisements while you take your course.

Send for booklet.

Canadian Correspondence College,
LIMITED,

161 BAY STREET, TORONTO.

'Phone Main 4302.

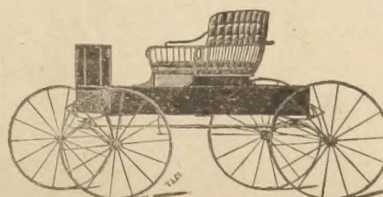
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General Office Stationery, Typewritten Letters, Private Post Cards, Business Cards, Fancy Folders, for Menus, Etc.

WM. R. ADAMS, 401 YONGE ST.
Established 1897.

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Importer of all the
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CARRIAGES

The McLaughlin Carriage a Specialty.

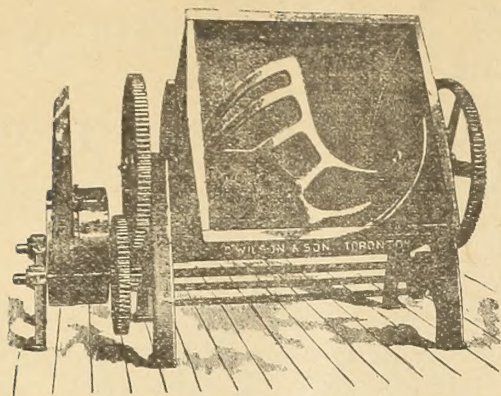
ALL NEW WORK GUARANTEED.

567 Queen St. West, TORONTO.

Residence 350 Givens Street.

Telephone Main 319.

Established 52 Years.



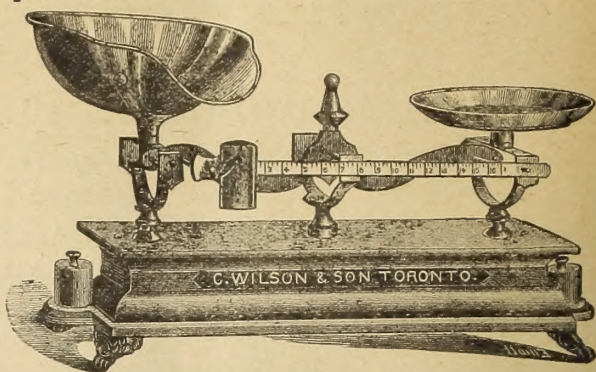
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LIMITED

*Bakers' & Butchers' Tools,
Dough Mixers and
Sausage Machinery.*

67 Esplanade St East, Toronto, Canada

HONESTY IS THE BEST POLICY



But one must be honest to themselves also. We believe in giving good measure just as much as anybody does, but when it comes to giving away all your profits, it is a very different matter.

WILSON'S SCALES ARE HONEST TO BUYER AND SELLER

They weigh accurately, give full measure and yet retain the profit for the grocer.

Let us send you full particulars of our BALL BEARING COMPUTING SCALE OFFER, upon easy terms of payment.

C. WILSON & SON

CANADIAN MANUFACTURERS FOR CANADA [Limited]

67 Esplanade St. E.

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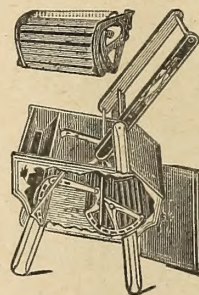
MAIN 951

D.B. Jacques & Co.

**Coal, Wood, Charcoal
and Peat.**

255 QUEEN ST. EAST

TORONTO



THE VOLMAR PERFECT WASHER.

This machine is without PEER anywhere.

It rubs and squeezes similar to hand work.

Will wash more clothes in less time than ANY OTHER MACHINE and do it better.

It does not injure the finest fabrics.

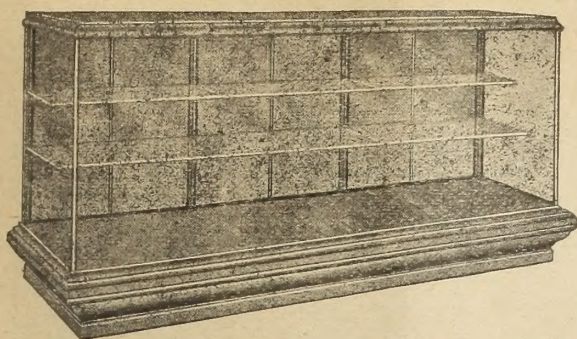
One who recently bought one wrote us as follows:

"The girls are simply delighted with it, as they can do the washing and be presentable for callers, and the washing is done so quickly. We think it rightly named THE PERFECT."

The Wortman & Ward Co., Limited,

700 YORK ST., LONDON, ONT.

Always give the street number when writing.



ILLUMINATED "Quick Sales" Show Case.

Our show cases possess all the good features of all other show cases, and many features exclusive with us, an excellence which places them beyond the reach of competition. We charge no more for our show cases than they are worth.

Write to-day for full description and prices.

P.S.—We make outside cases too.

DETROIT SHOW CASE CO.,

(Show Case Builders to Progressive Merchants)

482-490 Fort St. W., Detroit, Mich.

Canadian Branch, Windsor, Ont. NO DUTY IS TO BE CONSIDERED.

JOHN PETZ, President and Superintendent.
H. MALOTT, Secretary and Treasurer.

HAVE YOU SEEN THE SAMPLES OF OUR WELL KNOWN

"MAPLE LEAF BRAND"



Hose, Half-Hose & Over-Hose

They represent excellent values.

RETAIL TRADE ONLY.

PROMPT DELIVERIES. SATISFACTION GUARANTEED. EVERY PAIR WARRANTED.

The Goderich Knitting Co., Limited, Goderich, Ont.

J. E. LEWITT, Manager.

Established 1895.

SELLING AGENTS:

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58 Bay Street,
Toronto.

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J. H. PAYNE,
Box 643,
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FRED. S. WHITE,
St. Stephen, N.B.,
For Maritime Provinces.

Undoubtedly there are other Starches offered to you of more or less merit, but the Starch that is known to ALWAYS please your customers, is

Edwardsburg

"Silver Gloss"

(Never any complaint)

Benson's Prepared Corn

is the healthiest and purest product and particularly adapted for Summer Cooking.

ASK YOUR JOBBER FOR SAME WHEN ORDERING AGAIN.

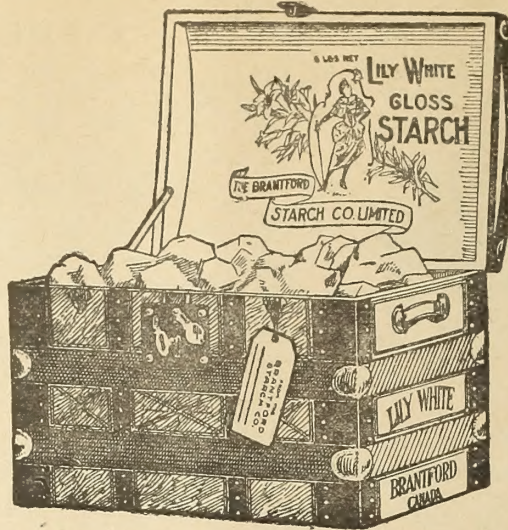
EDWARDSBURG STARCH CO'Y Limited

ESTABLISHED 1858.

53 Front St. East,
TORONTO, ONT.

Works:
CARDINAL, ONT.

164 St. James St.,
MONTREAL, P.Q.



THIS IS ANOTHER OF THE DAINTY PACKAGES IN WHICH WE PUT UP
LILY WHITE GLOSS STARCH

Good Starch in attractive packages makes good business.

Trunks.—6 lbs starch, 8 trunks in a case.

Drums.—6 lbs starch, 8 drums in a case.

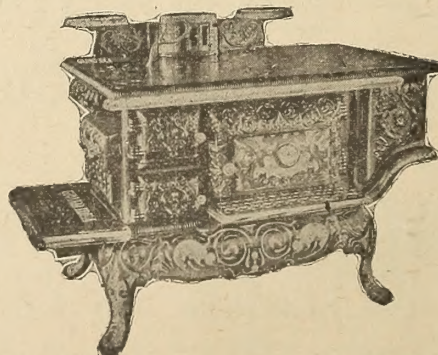
A pair of drum sticks with each drum.

The Brantford Starch Works, Limited, Brantford, Canada.

Canada's Pride

**AN ENTIRELY
NEW
PRODUCTION.**

Embodying New and
Desirable Features.



Extra Deep Fire Box.

Duplex Grates.

Vertical Damper

Corrugated Oven.

Reliable Oven Thermometer

Reservoir That Will Heat

Acknowledged to be the most highly finished range made in Canada.

We positively refuse to sell to more than one dealer in any
town or city. Write for catalogue and prices.

GUELPH FOUNDRY CO., LIMITED

GUELPH, . ONTARIO.

THE RETAIL MERCHANTS' JOURNAL

OFFICIAL  ORGAN OF
THE RETAIL MERCHANTS' ASSOCIATION OF CANADA

TORONTO JUNE, 1904.

CONFIDENCE.

Confidence is the keystone of business. Confidence begets credit. The world's commerce is built upon the credit that confidence in the integrity of mankind establishes. Without confidence a merchant would be unable to do business. The manufacturer has confidence in the jobber; the jobber in the retailer; the retailer in the consumer, who in turn must have confidence in the first three, else he could not sell his labor or the product of it.

Confidence is established through character. A good character means business integrity. To have that integrity, a man must have every incentive to do right. A strong character needs no more. But all persons are not strong. Many are weak. Many stumble and fall and become a part of the flotsam and jetsam of commercial disaster. Some fall through natural heredity; others through circumstances that are unfortunate—cupidity, love of display, gross appetites, loss of confidence in themselves, their employes and their fellowmen, temptation—unjustly placed in their way—and a natural desire to get rich quickly.

It is those weak characters which should be safeguarded.

An employer should see that no act of his puts any of his employes in moral jeopardy. He should cultivate the confidence of his men. He should strive to have them believe in him and his methods. He should so systemize his business as to give everyone confi-

dence in him and in themselves. He should so arrange details that no suspicion of dishonesty, disloyalty or wanton carelessness could be laid at the door of any clerk in his store.

He should adopt all the modern methods of storekeeping, discarding the obsolete ways of the past generation like the old open cash-drawer with its handy temptations to lure on weak employes, immature customers or servants to do wrong. He should instead install modern cash registers to record his daily transactions so that a busy clerk can feel sure that all his transactions are properly taken care of by the mechanical device and thus give him the confidence of his employer. To have confidence in his clerks, a storekeeper must be able to locate accurately and promptly any and all mistakes that are likely to occur in a day's business. With the old and out of date open cash-drawer this is not possible. He is unable to tell what he has taken in, what he has sold for cash or on credit, or what he has paid out, except through a tedious system of bookkeeping. And then when mistakes occur he cannot tell who made the errors.

This shatters confidence. With confidence shaken, credit is disturbed, and with disturbed credit and loss of confidence come all the ills of the business world.

All this can be avoided if the old methods which cause shaken confidence are avoided. This is really a subject fit for legislation. A railroad company is required by law to take all precaution to protect the passengers and its

employes from physical injury. Why shouldn't a law be passed to safeguard the moral standing of weak customers and employes and children? They should be protected from the dangers of the open cash-drawer—the temptation to take that which is not theirs as well as the suspicion, often unjust, that they have appropriated that which never was taken in over the counter.

A customer or clerk suspected is a blow to public confidence. This confidence disturbed brings financial turmoil. It is the duty of lawmakers to prevent this turmoil and no doubt the advanced thinkers soon will be demanding that such precautionary laws be placed upon the statute books.

This subject already is engrossing the attention of economists and sociologists, and is being widely discussed. Soon it will be the theme of the daily press and the pulpit. When these two powers begin to cry out against the old cash drawer with its confidence shaking and temptation making evils, there will be an awakening that will go far toward strengthening the relations between clerks and storekeepers.

There is much food for thought in this subject. Able and forcible sermons can be preached from such a text. Virile and convincing editorials may be written. A new era in the commercial world will begin when these evils brought into the full light of publicity by press and pulpit, are prevented by legislators who quickly hearken to the voices of these two great molders of public opinion.

—Exchange.

CLARE BROS. & CO.

[LIMITED]

Manufacturers of

**Stoves, Ranges, Hot Water Boilers,
Hot Air Furnaces, Registers,
Radiators, Hollow Ware, Etc., Etc.**

**Head Office,
Preston, Ont.**

Preston & Winnipeg

*Crockery, China, Fancy-Goods,
Glassware, Lamps and Lamp-Goods.*

NEWEST PATTERNS, BEST GOODS, AND LOWEST PRICES.

**WE HAVE THE GOODS, AND CAN DELIVER THEM TO
YOUR SATISFACTION.**

Fancy Goods and Lamps for fall now arriving. You owe it to yourself to call and sample before placing your orders. If our traveller is not calling on you advise us and we will see that one of our representatives wait on you at the earliest possible date. Letter orders always given prompt and careful attention.

TAYLOR & MULVENEY, Hamilton, Ont.

"Wearwell" Brand

RIBBED COTTON HOSE.

By paying all our attention to our two lines, we are enabled to turn out the best Cotton Hose on the market. We are the exclusive users in Canada of a **Patent Dye**, which is **Sanitary, Stainless**, and guaranteed **Perfectly Fast**.

We also make **WORSTED HOSE**, in 2 and 3 ply Imported Yarn.

Manufactured by

CLINTON KNITTING CO., - - CLINTON, ONT.

Sold by

The RICHARD L BAKER CO., 60 Yonge St., Toronto.

**CLOTHING DEALERS AND
HARDWARE MERCHANTS**

Can only have a complete stock by placing an order with the

**Dominion Coat and Apron
Mfg. and Supply Company, Limited**
505 Yonge St., - TORONTO.

For a Supply of
**Dentists', Butchers', Barbers', Bar Tenders',
Bakers', Waiters' and Carpenters'
APRONS AND DUCK COATS.**

If you have not one of our Catalogues, send for one, and give us a trial order, which will greatly benefit you.



❖ JUST AT PRESENT ❖

we are selling good summer

COAL . . . \$4.50

PEAT . . . \$5.00

MANN COAL CO.,

319 DUFFERIN ST.

Fone Park 490



THE OFFICIAL ORGAN

OF

The Retail Merchants' Association of
Canada

(INCORPORATED).

"ALL RETAIL TRADES UNITED."

Price, \$2.00 Per Annum, in Advance

Correspondence is invited, but we do not hold ourselves responsible for the statements or opinions of those using our columns.

Copy for change of advertisements must be sent to the office, **21 Richmond St. West.** Phone Main **2316**, not later than the 1st of each month.

Secretary and Editor, - E. M. TROWERN.
TORONTO, CANADA.

JUNE, 1904.

STRANGLING COMPETITION IN THE TELEPHONE SERVICE.

The Controllers of the City of Toronto in their anxiety to relieve the citizens from the grasp of the "Bell telephone" monopoly have, after much deliberation, succeeded in drafting an agreement for presentation to the City Council, which would effectually exclude competition for all time to come. It is to be hoped that when this document comes before the Council that the aldermen will take hold of the subject in a more practical and businesslike manner, and will realize that cheap telephones can only be obtained by making it easy for prospective competitors to do business, instead of erecting impossible barriers, which in our opinion they have done, and which will result in the perpetuation of the present monopoly.

The Controllers have laid great stress on the "Bell Telephone Co's"

offer of \$20,000.00 per annum for an exclusive franchise for five years, and which offer was only made when competition was in sight. They seem also to have overlooked the fact that rates obtained under a competitive franchise would save telephone users who are largely made up of Retail Merchants not less than \$130,000 a year. And yet for the privilege of conferring this boon upon the citizens it is sought to impose conditions and penalties which no self-respecting body of business men could submit to. We understand that experts who have examined the proposed agreement have stated that the proposed conditions would create a proposition which no financier or intelligent investor would entertain. In other words, competition along the lines of the agreement has been made an impossibility.

The agreement contains so many objectionable features that it is not possible in our space to deal as fully with them as is desirable but attention is directed to the following:

Applicants must deposit \$5,000 with the City Treasurer, before their offer will be entertained, and in the event of its acceptance, must deposit a further sum of \$100,000 before commencing construction operations, which means that a competitive company is asked to tie up the first \$105,000 of its capital, or sufficient to install a system for one thousand subscribers. Surely it would be more in the interest of the citizens if this large amount was put into plant, and labor, as early as possible after the granting of the franchise, and some more reasonable means adopted of safeguarding the City against a new company selling out or doing any damage to the streets, these being the only purposes for which a guarantee should be obtained. The plea of losing the "Bell Telephone Co's offer of \$100,000 for a five years monopoly is most illogical, and furnishes no

argument why a competitor should be required to lock up a large portion of its working capital at a time when it is most needed for construction operations.

Again, to expect any company to spend over \$1,000,000, or perhaps \$2,000,000 in constructing an up-to-date system with the possibility at the end of seven years that its franchise would be cancelled and its plant taken over on the basis, of actual cost, less depreciation, is most unreasonable. We are informed that such a proposition might easily involve the stockholders in a loss of a quarter of a million dollars, as well as the loss of dividends. We can scarcely believe that capitalists will make an agreement with the city unless they are satisfied that the capital they propose to invest will be protected equally with the interests of the city. That being so, if Toronto is ever to have a cheap telephone service, the City Council must be prepared to encourage competition on terms at least as generous as those which it would have to give the "Bell" monopoly, were an agreement entered into with that company to-morrow. Unless they are prepared to allow competition to come in under conditions similar to those enjoyed by the "Bell" Telephone Company, cheap telephones will remain an impossible proposition.

The existence of competition would be a far better guarantee of good service than any onerous conditions or penalties which the City Council might seek to impose and providing that the city is guaranteed against loss in respect of damage to the streets, we fail to see any necessity for handicapping a new company with conditions which render competition at low rates impossible.

If the aldermen wish to serve the best interests of all classes of people they will prepare an agreement which will encourage competition at the lowest possible rates. If on the other hand they desire the continuance of the

Federal Life

Assurance Com'y of Canada

HEAD OFFICE

HAMILTON — CANADA.

Amount written 1903 - - \$2,748,172 50

Income 1903 - - - - - \$ 562,987.08

In force, Dec. 31st, 1903 - - \$14,945,249.56

Capital and Assets - - - \$2,764,528.35

"Quality First and Always."

"I HAVE A CROWN HURON."

And when the mistress of the home says that,
there's nothing left to be said but—

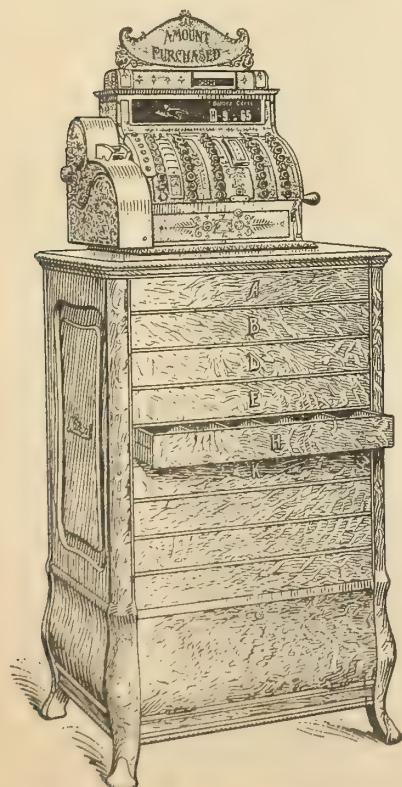
"I congratulate you, Madam."



SELL CROWN HURON STOVES

the best stoves made. Send for a catalogue. Learn
all about them. Sell them. They do you good.

THE WESTERN FOUNDRY CO. Limited
WINGHAM, ONTARIO



NATIONAL MULTIPLE CASH REGISTER.

Does the work of six separate cash registers.

Keeps a record of each clerk's transactions.

Keeps each clerk's money in a separate cash drawer.

LOW-PRICED CASH Registers

WE GUARANTEE to furnish a better cash register,
and for less money than any other concern.

National Cash Registers

Are made in 393 different styles. Prices, \$40, \$50, \$75
\$100, \$125, \$150 and upwards.

OUR 1904 MODELS NOW READY.

AUTO GRAPHICS,
CHECK-PRINTERS,

SALES-PRINTERS,
TOTAL-ADDERS,

DETAIL-ADDERS,
SLIP-PRINTERS.

MULTIPLE CASH REGISTERS.

One gives you all the advantages of six separate cash registers. The only cash register on the market that tells which clerk made the mistake

ALL REGISTERS ARE SOLD ON EASY
MONTHLY PAYMENTS.

Write for full information, or have our agent
call to explain.

National Cash Register Co.

DAYTON, OHIO.

AGENCIES IN ALL LARGE CITIES.

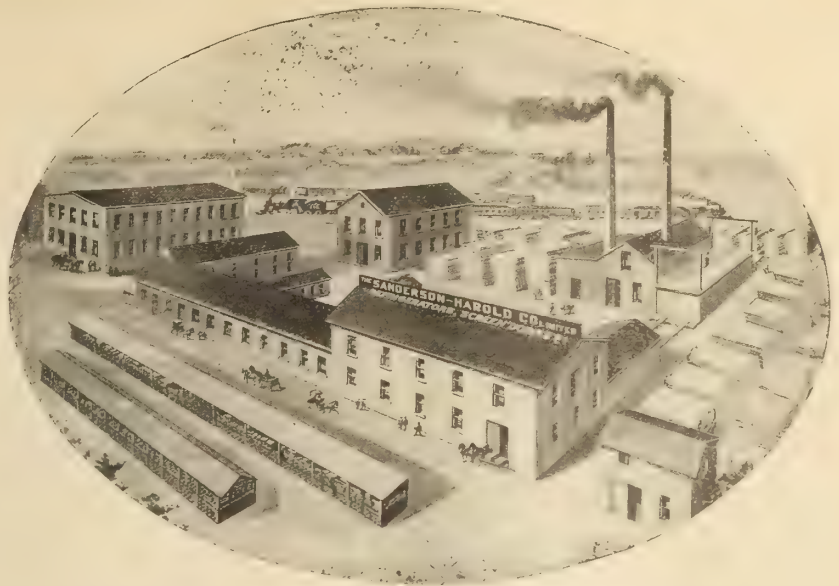
CUT OFF HERE.
N. C. R.
Co.
Dayton, O.
Please have
your agent call
when next in my
vicinity. This puts
me under no obligation
to buy. I saw your ad in
THE RETAIL MERCHANT'S
JOURNAL.

Name.....

Address.....

present monopoly that object can be attained in no better way than by the endorsement of the prohibitive conditions proposed by the Board of Control.

With regard to the suggestion that the City purchase the system at the end of seven years, we do not believe the subscribers would benefit by such a course. If the citizens can obtain an agreement at low rates for a term of say 21 years from a company it would be more to be desired, than that the City at the end of seven years should take over the business, with the result that telephone users would have no guarantee against an increase of rates consequent upon losses due to inexperienced management. In any event it is manifestly unfair to ask any company after having established and built up a business on a sound dividend earning basis, to hand it over on terms which can only result in a serious loss to the stockholders in addition to the sacrifice of future dividends. Such a proceeding would be even less creditable than the methods adopted by the existing monopolies owning the public utilities in the city of Toronto. "Example is better than precept," and the City Council has now an excellent opportunity of showing how they are prepared to take advantage of the power which they hold, in their dealings with the applicants for permission to free the citizens from one or, possibly two, of these monopolies. If the present opportunity to secure telephone competition is allowed to fall through in consequence of unreasonable and exacting conditions, we may be assured that it will be a decade or two before Toronto will again be approached with any offers of a similar nature. In the interval the Bell Telephone Co. may be relied upon to take every advantage of the exclusive franchise which they will enjoy without contributing anything to the city either in percentages, deposits or penalties.



ONE OF CANADA'S PROSPEROUS INDUSTRIES.

In each issue of this JOURNAL there will appear one or more illustrations showing the growth and development of our Canadian industries. With the rapid development of our manufacturing institutions it is quite possible that we may not keep in mind some of the new ones, or we may forget some of the old ones. These articles will remind you of both. The above illustration will give the reader a slight view of the works of the Sanderson-Harold Company Limited situated in Paris, Canada. They manufacture screen doors, and refrigerators. These are articles that while every retail merchant does not handle them they all use them, and it will be interesting for them to note that the above firm started out to make goods that would build up for them a reputation of which they could be proud and they have eminently succeeded. They believe in putting the firm's character into every piece turned out of their factory and they have always avoided the cheap "Bargain Counter" goods that shrink and warp and prove in the end to be both useless and expensive. The greatest care is taken by them to dry every piece of lumber that

enters into any article made and by so doing the wood work in their screen doors and window screens are always square and tight and they can be used season after season. They make refrigerators that are a credit to Canada, both in finish and style. The lumber is solid oak dried in their own kilns and the frames are mortised, tenoned, glued and nailed making them perfectly air tight, and the construction is such that no moisture can come in contact with the wood.

The insulation is as nearly perfect as they can possibly be made. They have eight walls with ample filling of mineral wool, which is recognized to be the best insulator known to science.

They are finished in golden oak and the provision chamber is lined throughout with pure white Opalite glass in large sheets seven-sixteenths of an inch thick.

They employ a large number of skilled workmen, and the Company will at all times be pleased to forward their catalogue upon application.

♦ ♦ ♦

Becker—I see by the posters that Footlights, the tragedian, travels under his wife's management. Decker—So do most men, only they don't advertise it.—London Tit-Bits.

The Ball Furniture Co.

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WHOLESALE MANUFACTURERS OF

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Chairs, Bedroom Suites, Sideboards,
Extension Tables, Beds, Etc.

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A TRUE CANADIAN PRODUCT
PRODUCED BY CANADIAN LABOR
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FOR PRESERVING AND HOUSEHOLD USE

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Wallaceburg, Ontario.

PARTY POLITICS VS.

THE MILITARY AND THE SCOTCH.

Our contention has always been that party politics will eventually interfere with the growth and development of this great Dominion unless the Independent voters step in and banish the party political system. The contention put forward by some that no country can be governed unless it has two contending parties, is the delusion that holds the false theory together. The principle that should govern a nation, is but the extended principle that should govern a home, and we are told—and we know by observation—that any house divided against itself will fall.

There cannot be two sets of rules opposed to each other governing successfully the same principle. If it is necessary to have systematic opposition in the state, the system should also apply through every branch of Provincial, Municipal, Financial and home government. If we follow out the present political theory no bank should elect a board that will work in harmony, they should elect two boards each to delay, interfere and criticize the other. No church government should be permitted to be put into the hands of any one set of men, they should elect two boards the one to watch and endeavor to hinder the other.

Homes should not be created on the basis of mutual burden bearing, they should be built up by two people joining together with desires, sympathies and ideas opposed to each other so that neither could go far astray and so that a constant "broil" could be kept up and as much friction and opposition as possible created. If the contention of those who claim that the system of party politics for the conducting of governments is right, why should they not also claim that if the system of party politics was applied to home building that it would also be right? We can very well understand that there will always be differences of opinion but if the system of party politics was abolished, men who offer themselves as representatives of the people would have to do more careful thinking on every proposition they advocated in seeking favor and election

from the electorate, and when they had advanced a measure of reform it would be upon its merits that they would be elected not upon party political sentiment such as Grit and Tory. The present system destroys the incentive to make voters think, as they follow a prejudice instead of a principle, and put their thinking under the direction of party leaders, and not until party politics is destroyed will the era dawn when the people will take greater interest in the issues of the day and become more familiar with the requirements of this fertile Dominion. Recently we have had the dignity and honor of our nation again assailed, by the exposure of the rottenness of party politics in military circles.

A great many criticisms have been made, some for and some against the action of Lord Dundonald for daring to speak his convictions in a public place.

Even if we assume that the hired man has no right to expose the business of his master and if we admit that it would have been more seemly for Lord Dundonald to have resigned and then made his charges. Would that in any way change the character of the charges? Should all men engaged in government positions, positions of public trust, or in a private capacity be forced to pay the penalty of dismissal and the loss of their income if they dare to speak the truth in public places. Is truth to be sold and bartered for so many pieces of silver? If this is the lesson that public and private servants must be taught from this dismissal, then it is one of the most fortunate circumstances that ever happened to an honest public servant and a gallant soldier such as Lord Dundonald has proven himself to be. Dismissed because he dared to tell the great mass of independent voters in the Dominion what they already know, that party politics has degenerated into putrid corruption. That the very atmosphere of both the Provincial and Dominion houses is charged with favoritism and pull, and that instead of our representatives both Grit and Tory on both sides of the House devoting their time to considering what is noblest and best for this young and progressive country they are spending their time calculating how best they can surround them-

selves with men who will do their bidding so as to enable themselves and their party to get re-elected. Following the dismissal of Lord Dundonald comes the resignation of Col. Gregory, another gallant officer resigned in order that he may be able to be free to express himself regarding the same charge of favoritism under the system of party politics.

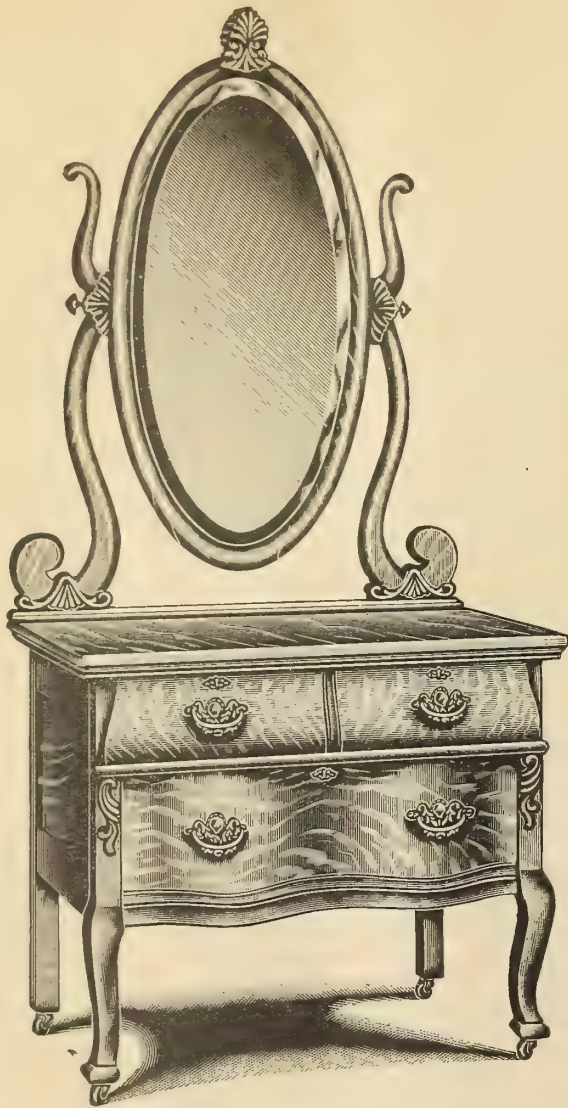
One of the best liked and most efficient officers commanding the Niagara Camp expressed himself as follows: "Putrid with party politics the whole system is honeycombed with political interference. Party politics is the foundation of it all at Ottawa, and it is extending into all branches of the service."

We are personally glad however that it has fallen to the lot of Lord Dundonald and Col. Gregory, these two gallant soldiers, to be sacrificed for their convictions and their country rather than to have had it happen to some unfortunate employee holding some minor position, who never would have had an opportunity of calling public attention to this demoralizing evil.

We hope and trust now that Lord Dundonald will be able to be the leader in this great moral fight that has been gathering and that has just dawned. He has been in many a hard fought victory on the battlefield defending his country from a common enemy, and it requires no prophet to tell him that from the sunrise on the Atlantic to the sunset on the Pacific he will have more followers in this righteous war if he will consent to enter into it than any general could gather for any other cause, in Canada.

We were not at all surprised to find our fair minded and highly respected Police Magistrate, Lieut-Col. Geo. T. Denison, and also Lieut. Col. John I. Davidson, one of the favorites of the 48th Highlanders, fully in sympathy with the sentiment expressed by Lord Dundonald. He seems to have voiced the sentiments of all the leading military men of Canada.

Lord Dundonald is not only a soldier but a true Scotchman, who like most of his fellow countrymen are fearless in their expressions when advocating the cause of righteousness



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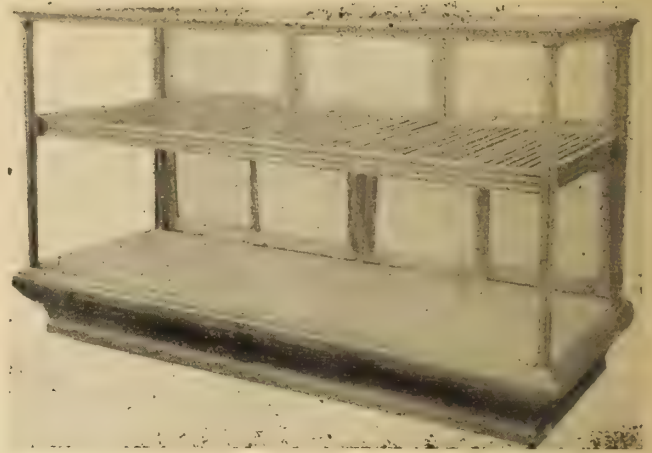
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In Carloads, or less than Carloads.

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and we must again confess that although we are grieved at the whole unfortunate circumstance yet we are pleased that this incident should happen to one so capable of taking care of himself, and to one whose countrymen everywhere throughout Canada will resent the course taken by the politicians and who will be awakened to the evils of the party system. This we hope will be the first step to call attention to the monstrous evil of party government and no better combination could have been aroused than that of the true soldier and the true Scotchman, and if Lord Dundonald who is a thorough Briton can be termed a "foreigner," then we hope and pray that more foreigners of a similar kind may be brought to our shores, and we feel certain that the one hundred thousand or more retail merchants throughout Canada who are free to express themselves without fear of being dismissed will ever be grateful to the late gallant Commander for directing public attention to the growing evil of placing party politics in place of the highest ideals of national government.



DRUGGISTS' SECTION.

TORONTO BRANCH.

The regular monthly meeting of the "Druggists' Section" of the Toronto Branch, was held in our board room, on Thursday afternoon, June 2nd. Mr. A. E. Walton, chairman, presided. The minutes of the last meeting were read and confirmed.

The principal business that came before the meeting was the consideration of the proposed agreement presented by the Canadian Wholesale Druggists' Association for the purpose of trade improvement.

The proposal was discussed very thoroughly, and it was finally referred to a committee for further consultation.

During the summer months the section will adjourn until the fall, unless some special business comes up, and they will then meet at the call of the chair.

GROCERS SECTION.

TORONTO BRANCH.

The regular monthly meeting of the "Grocers Section" of the "Toronto Branch" was held in the Board Room on Monday Evening, June 27th at 8.30 o'clock.

Mr. G. Good, chairman, presided.

The minutes of the last meeting were read and confirmed.

The report of the Price Contract Plan Committee was brought in by Mr. F. C. Higgins who stated that all arrangements had been completed with the Natural Food Company and new contracts would be submitted to the trade by July 1st and after that date the price per carton would be thirteen cents each or two for twenty-five cents.

He trusted that the trade throughout the Dominion would sign the contracts and forward them to the company as soon as possible. The Natural Food Company had assured the committee that they would see that no person violated the contract, if they did legal steps would be taken immediately to enforce payment for so doing, and every member was requested to notify the Dominion Secretary if they knew of any one cutting the price.

The report was received and adopted and the members were urged to use every effort to sell as much Shredded Wheat as possible, also Triscott, so as to show their appreciation of the Natural Food Company's efforts taking up the contract plan. Mr. M. Moyer then addressed the meeting on the best system of keeping books for the Retail Grocers. It proved an interesting and instructive subject and the details of the address will be given in a future issue of this Journal. No other business coming before the meeting it then closed.



Footman—The missus says, if you please, to wait a second—she'll be down in ten minutes

MILK DEALERS' SECTION.

TORONTO BRANCH.

The regular monthly meeting of the Milk Dealers' section, which was held in the board room, on Thursday evening, June 9th, brought out a very large attendance. Mr. J. H. Lock in the chair. The principal business before the meeting was the reports from the various committees appointed to look after the excursion to be held on July 20th. The committees report showed that every preparation has been made for a very enjoyable outing, and the visit to the agricultural college will certainly prove interesting and instructive.



COAL AND WOOD DEALERS' SECTION.

TORONTO BRANCH.

The special meeting of the coal and wood dealers' section was held on Friday evening, June 10th.

Considerable business was transacted, and the members present expressed themselves very strongly on the imposition that had been imposed on the retail coal and wood dealers of the Province by the new assessment bill, placing them in a separate class from the retail merchants, and charging them double the rate. A strong resolution was passed and requested to be forwarded to the Dominion Board asking them to take some action to have the exorbitant rate reduced at the next session of the Provincial House.



HIS FIRST DIAGNOSIS.

"Well, how did you succeed with your first diagnosis? Did you profit by my advice?" The Young Doctor—I think I did, sir. I told the patient that he was suffering from a combination of liver, stomach, heart, lung and brain trouble. Old Practitioner—Good! No chance of a mistake there.

ALL GLASS TOP

NO WOOD frame ABOVE or AROUND the glass to become scratched, dirty and unsightly in appearance.



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HAS NO EQUAL.

Our **Patent "Coronation"** Floor Case has taken the market by storm generally. It is the **most popular** case made. Why? Simply because it is the **most exquisite, attractive serviceable** and **money-making** case that is to be found anywhere in the markets of the world to-day.

We make this statement **boldly** and **fearlessly**, and in proof thereof we will cite a single instance out of many: Within the past few months we have fitted the premises of J. W. T. Fairweather & Company, Yonge Street, Toronto, who sell Hats, Furs and Men's Furnishings, with nearly \$3,000.00 worth of our cases, about \$1,000.00 of which were Coronation Cases for the Men's Furnishing Department, the balance going to the Ladies' Hat, Waist and Cloak Departments. This is one of the best and most up-to-date houses in the city and they are people who are looking for the best every time. We are putting this style of case into all the best stores in Canada.

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Phone Main 3611

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THE BEST CEREALS

5 BAGS ROLLED OATS,
1 BAG OATMEAL,
1 HNLF SACK POT BARLEY,
1 HALF SACK PEARL BARLEY,

Makes a good sample order.

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QUALITY GUARANTEED.
GOODS SOLD IN BULK ONLY.

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TENTS, FLAGS
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The Erie Tobacco Co.

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MANUFACTURERS OF

Queen's Navy Plug Chewing and
Queen's Navy Cut Plug Smoking

KEEP POSTED ON THE NEW BUSINESS ASSESSMENT ACT.

The efforts put forth by our Association to guard the interests of the Retail Merchants of the Province of Ontario and which resulted in securing for them several valuable amendments to the Assessment Act should be kept constantly in view by the officers and members of our various Branches in the Province. In order to follow the requirements of the new act we publish herewith several extracts from it.

Section 10, Clause 1. Irrespective of any assessment of land under this act, every person occupying or using land in the municipality for the purpose of any business mentioned or described in this section shall be assessed for a sum to be called "Business Assessment" to be computed by reference to the assessed value of the land so occupied or used by him as follows :

c) Every person carrying on the business of a wholesale merchant, of an insurance company, a loan company or a trust company, as defined by this act, or of an express company carrying on business on or in connection with a railway, or steamboats or sailing or other vessels where such land is occupied or used mainly for the purpose of its business, or of a land company, or of a bank, or a banker, or of any other financial business for a sum equal to 75 per cent. of the assessed value.

d) Every person carrying on the business of a manufacturer for a sum equal to 60 per cent. of the said assessed value ; and a manufacturer shall not be liable to business assessment as a wholesale merchant by reason of his carrying on the business of selling by wholesale the goods of his own manufacture on such premises.

e) Every person carrying on the business of what is known as a departmental store or of a retail merchant dealing in more than 5

branches of retail trade or business in the same premises or in separate departments or premises under one roof, or in connected premises, where the assessed value of the premises exceeds \$20,000 or of a coal, wood or lumber dealer, lithographer, printer or publisher, or of a club, in which meals or spiritous or fermented liquors are sold or furnished or the business of selling, bartering or trafficking in fermented, spiritous or other liquors in any premises in respect of which a shop licence has been granted for a sum equal to 50 per cent. of the said assessed value ; but in cities having over 100,000 population coal dealers shall be assessed for a sum equal to 30 per cent. of the said assessed value.

g) Every person carrying on the business of a retail merchant in cities having a population of over 50,000 for a sum equal to 25 per cent. of the said assessed value ; in other cities and towns having a population of 10,000 or over for a sum equal to 30 per cent. of the said assessed value ; and in all other municipalities for a sum equal to 35 per cent. of the said assessed value.

h) Every person carrying on the business of a photographer, or of a theatre, concert hall, or skating rink, or other place of amusement or of a boarding stable, or a livery, or the letting of vehicles or other property for hire, or of a restaurant, eating or other house of public entertainment, or a hotel in respect of which a tavern license has been granted, or any trade or commercial business not before in this or in clause (i) specially mentioned, for a sum equal to 25 per cent. of the said assessed value.

Sub. 2 of Sec. 10.) No person shall be assessed in respect of the same premises under more than one of the clauses of sub-sec. 1, and where any person carries on more than one of the kinds of business mentioned in that subsection on the same premises, he shall be assessed by reference to

the assessed value of the whole of the premises under that one of the said clauses in which is included the kind of business which is the chief or preponderating business of these so carried on by him in or upon such premises.

Sub 7 of sec. 10. Except as provided in clause c of sub section 1 of sec. 11 of this Act every person liable to assessment in respect of a business under sub-section 1 shall not be subject to assessment in respect of income derived from such business nor shall any person be subject to assessment in respect of dividend derived by him from shares in the stock of a corporation carrying on a mercantile or a manufacturing business, and which corporation is subject to assessment under subsection 1, nor shall the premiums or assessments of an insurance company be assessable by any municipality.

Subsec. 8. Every person assessed for business assessment shall be liable for payment of tax thereon, and the same shall not constitute a charge upon the land occupied or used.

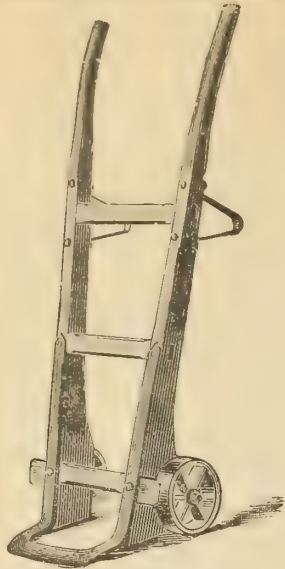
REFLECTIONS.

It is not what a man professes on the Sabbath, it is how he does his business on the week day that forms a true estimate of his character.

The best investment you can make at the least cost, is to receive all commercial travellers pleasantly. Because you don't want to buy is no reason why you should treat them discourteously. They are human and a smile costs you nothing and remember it costs them money to call upon you.

Our association means practical brotherhood, what injures one injures all, what helps one helps all.

We want competition for improvement, not competition for destruction.



The London Foundry Co.

LIMITED.

Are the Largest Manufacturers
in Canada of

Steel Tray and Tubular Barrows. Railroad Wheelbarrows. Garden Wheelbarrows. All kinds of Wheelbarrows. Store and Warehouse Trucks. Railroad and Steamboat Trucks. Cheese, Barrel and Bag Trucks. Hand Carts. Platform Factory Trucks and Wagons. Portable Forges of all kinds. Blacksmiths' Blowers. Tuyere Irons, Tire Benders and Upsetters. Horizontal and Upright Drills. Mandrells, Swage Blocks, etc. Pressure Blowers and Fans. Washing Machines. Lard and Tallow Presses. Cider Mills. Print Butter Carriers. Butter Workers. Factory Churns. Lawn and Field Rollers. Hose Reels. Green Bone Grinders for Poultry Food. Wagon Skeins and Boxes. Cart and Truck Skeins, Barn Door Hangers and Tracks. Builders' Columns. Structural Iron Work.

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LONDON, ONT.

SUSPENDERS.

Support Home Industry.

THE BERLIN SUSPENDER THE BEST MADE.

Sold from coast to coast.

OUR TRADE MARK: "We fear nae foe."

When wearing the Berlin Suspenders you are "WELL BRACED" and ready for any emergency.

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100 PER CENT. MADE BY
CLEAR PROFIT SELLING

MERRILL'S Famous Family Remedies.

These preparations are all made to be sold over our own retail drug store counter, and the quality is such that you can honestly recommend them to your customers, and be sure of holding their trade and making them friends of Merrill's Remedies.

FOUR T's. T. T. T. T. The largest selling cough and cold cure in Canada. Retail for 25c. bottle.

MERRILL'S SYSTEM TONIC. A general remedy that you can safely recommend in most any case of loss of health from whatever

cause, and as a positive cure for Rheumatism, Dyspepsia, Constipation, and Kidney Trouble. Retail for 50c. bottle.

WIZARD LIGHTNING. Cures pain inside or out, in man or beast, in 5 minutes. Best pain killer on the market. Retail for 25c. bottle.

We make a full line. Send for list, terms and prices. We supply good advertising matter. Mention this journal.

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BRANTFORD, - - ONT.

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McKay sewed and Standard Screw in Grain and Pebbled also Box Calf and Dongola.

We use nothing but solid Leather consequently our prices might be lighter than competitors but our shoes are so much better.

Our travellers are out with fall samples and we solicit for them a share of your orders.

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Manufacturers of every

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IF NOT, WHY NOT?

If so, we are prepared to furnish you with the best fence in Canada, and one that is especially adapted to being sold by the Hardware and General Store trade.

Write us for particulars and prices of our "Dillion" Hinge Stay Fence. Each stay forms a perfect hinge at the strands, so cannot be bent. Our price is a special feature also.

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OWEN SOUND.

**AD WRITING THAT
DRAWS.**

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OFFICERS' CLUB OF THE NATIONAL CASH REGISTER CO.

TORONTO EXHIBITION PRIZE LIST.

A copy of the Prize List for the Canadian National Exhibition to be held in Toronto this year from Aug. 29th to Sept. 6th, has been received. It is an exceptionally handsome and well printed production. The cover is in three colors and tastefully embossed. All the classes are nicely arranged and the Executive are pleased to say that the greatest care has been taken to have the rules, regulations and conditions explicitly set forth in clear and unmistakeable language. There are no fewer than two hundred and fifty classes, covering practically every industry known to Canada that is worthy of encouragement, and calling for \$35,000 in prize money. In several departments considerable changes have been made and the premiums added to. A new Art Gallery and a new Administration Building are being erected and improvements made to the grounds. The famous Black Watch Band, by gracious permission of His Majesty the King, and of the colonel and officers of the gallant old "Forty-two," has been engaged and will play three times each day

during the entire period of the exhibition. A number of other decidedly superior attractions have also been arranged for. Altogether, therefore, the Executive feel justified in promising that Toronto's Great Fair of 1904 will eclipse all its predecessors. Copies of the Prize List can be had on application to J. B. Orr, Manager, 70 King St., E., Toronto.

HOW HE GOT MONEY FOR THE HEATHEN.

"Many funny contributions are turned into the missionary hopper, but one of the oddest I ever heard of was the offering of a small boy in our Sunday school," said a prominent member of a leading Methodist Church to the New York "Tribune." "The boys in a certain class had been urged to do their utmost to bring in larger contributions to swell the missionary total for the year. One particular youngster, whose parents are very poor, had the month previous given fifteen cents. On the last grand rally day, however, he shamefacedly produced only one cent.

"'De game didn't work out,' said he, apologetically, to his teacher, of whom he was fond.

"'What do you mean by the game not working out!' asked the teacher.

"'Well, y' see,' said the lad, 'last month I kep' my eye skinned for "crap" games, an' w'en I seen a game on I'd steer a cop into it, an' w'en the cop chased de boys I'd jump in an' get wot's left of de money. Dat's de way I got fifteen cents las' month. But yisterday w'en I puts a cop on to de game de boys grabbed up all de coin before dey lit out - all but one cent. Dat's all I got fur me work, but mebbe I'll have better luck nex' Saturday.'

"The narrative was told with absolute sincerity, and the lad apparently never had a qualm of conscience about his method used in gathering up pennies for the heathen."



STRATFORD BRANCH ORGANIZED.

A meeting of the retail merchants of Stratford, was held in the town hall, on Thursday evening, June 16th, for the purpose of hearing an address on the aims and objects of our Association, by the Provincial Organizer, Mr. Jas. Eadie and the Dominion Secretary. The merchants were very much interested in the work that had been accomplished by the Association, and were greatly surprised at the extent of the organization, and a unanimous resolution was passed to form a Branch.



A man states that he first met his wife in a storm, took her to her first ball in a storm, popped the question in a storm, and has lived in a storm ever since.



Little reliance can be placed on kind hearts, quick sensibilities, or even devotional feelings. If there is no religious principle to control, direct, and strengthen them.

ST. THOMAS BRANCH.

A largely attended meeting of the St. Thomas branch of the Retail Merchants' Association of Canada was held in Blackmore's Hall on Thursday evening June 23rd, President J. A. Forsythe in the chair.

The object of the meeting was for the purpose of hearing addresses from the Dominion secretary, and Provincial Organizer James Eadie.

Mr. Eadie opened the meeting by referring to the general work that the Association had been doing during the past year. He referred to the great efforts that had been put forth by the Legislative Committee of the Association in having an amendment made to the proposed Assessment Bill, so that the taxation would be more evenly levied on all retail merchants throughout the Province. He gave an excellent account of the great growth of the association

during the past twelve months and stated that everywhere the retail merchants were realizing the need for the Association and were congratulating the officers on the result of the good work done.

The Dominion Secretary, Mr. E. M. Trowern was pleased to tell them that the desire for organization was spreading. He pointed out the advantages that all classes were receiving through organization, and showed that up to the time that the retail merchants were organized they had received no legislation for the past fifteen years that was of any value to them, although they were the largest body of taxpayers of any class. He believed that the competition of the future would be a competition of excellence instead of the present system of vicious competition in which merchants were selling goods below cost in order to destroy their neighbors and then holding high positions in the church and praying

for "Peace on Earth and good-will toward all men."

He strongly recommended the contract plan as adopted by the Association, whereby, fair and honest prices can be maintained, and that the manufacturer, wholesaler, laborer, retailer and the public will receive a better reward for their industry. He congratulated the officers of the St. Thomas branch for the close attention they had given to the work of the branch during the past year, and hoped they would attend the convention to be held in Toronto on Tuesday and Wednesday, July 5th and 6th.

Mr. H. McPherson was unanimously elected as a delegate to represent the St. Thomas Branch at the convention.

Mr James Eadie, the Provincial organizer, will remain in the city for some days to enroll those merchants who are not already members.

**STRONG
DURABLE
LIGHT**



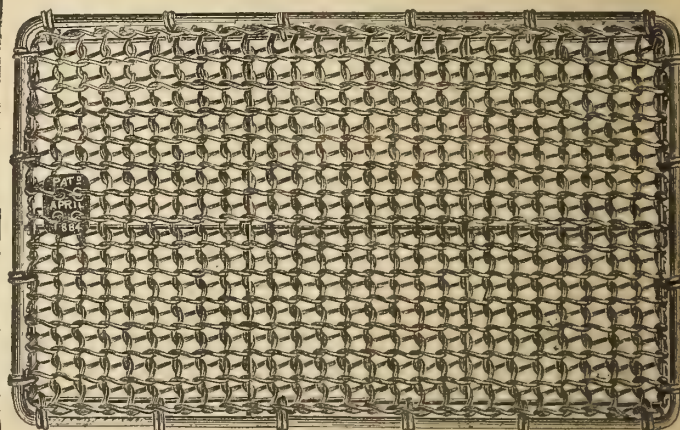
**POROUS
AND
CHEAP**

SELL FLOWER POTS.

Our No. 1 and No. 2 Assortment, \$5.10 and \$4.15 respectively. Specially gotten up for grocers and general stores. Write for list.

THE FOSTER POTTERY CO.,
LIMITED.

HAMILTON, ONT.



DOOR MATS

WIRE GUARDS

FOR

Factory and Mill Windows,
School and Church Windows,
Store and Basement Windows
AND FOR ALL PUBLIC BUILDINGS.

THE B. GREENING WIRE CO.,

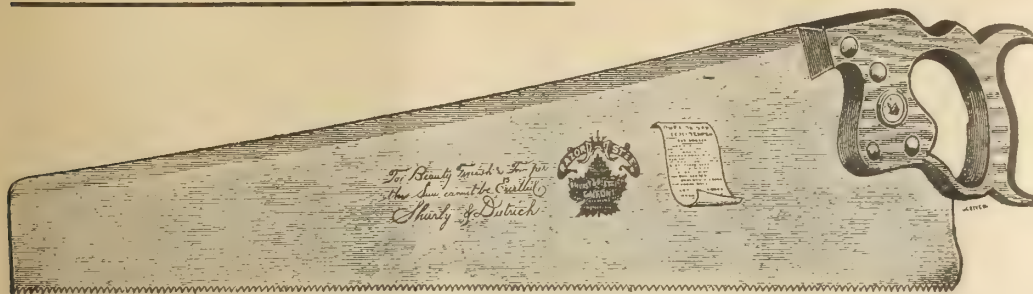
LIMITED.

HAMILTON, ONT. MONTREAL, QUE.

THE MAPLE LEAF SAW WORKS



SHURLY & DIETRICH GALT, ONTARIO



Manufacturers of all Kinds of Saws, Plastering Trowels, Iron and Brass Bedsteads. All Saws Tempered under our Secret Process, which . . . Toughens and Refines the Steel.

OUR \$19.00 HAND SAW.

Our Hand Saws are superior to any other make on account of their finish and temper. No mechanic's tool chest is complete without a Maple Leaf Hand Saw.

"CEETEE" Underwear Unshrinkable Full-Fashioned

Never gets hard with washing. Retains its elasticity. Keeps its shape. Is soft and warm. Made from fine pure wool. We replace any that shrink. Made in light weight India Gauze, for spring and Summer. Medium and heavy for winter.

ELASTIC RIBBED UNDERWEAR FOR 1904.—Our Ladies', Children's, and Infants' Vests, Drawers, Union Suits, Corset Covers, Tights, etc., will be right at the top for quality, new designs, new trimmings.

OUR TRAVELLERS WILL CALL ON YOU SHORTLY.

The C. Turnbull Co., of Galt, Limited.

GOULDING & CO., 30 Wellington St E., Toronto.

JOS. W. WEY, 7 Bastion Sq, Victoria, B.C.



ECHO, ECHO,
ECHO, ECHO.

OUR NEW CIGAR
5 CENTS STRAIGHT.

Equal to most so-called 10 cent cigars.

Clear Havana Filler and Sunnated Wrapper

THE

W. H. STEELE CO., Limited

Importers and
Wholesale Tobacconists,

40 Scott St.,

TEL. MAIN 1987. TORONTO, CANADA

O. S. MARTIN, President and Manager
H. MARTIN, Secretary.

THE WATERLOO BROOM
AND BRUSH CO.

Successors to

THE BERLIN BRUSH COMPANY



Manufacturers
of
High-Grade

Brooms,
Brushes
AND..
Whisks

Brooms for
Sweeping out
Retail stores a
Specialty.

For sale by all
Reliable Dealers.
WATERLOO, ONT., CAN.

PHONE MAIN 1088

RYDER & MUCKLE
CARRIAGE AND
WAGON WORKS

LORRIE REPAIRING AND
MANUFACTURING A
SPECIALTY.

256-258 Adelaide St. West,
TORONTO.

E. M. TROWERN

ISSUES

MARRIAGE LICENSES.

21 Richmond St. West,
TORONTO.



**ROSE'S PHOSPHOREX
NATURAL COLOR COMPOUND.**

The great remedy of the age for restoring grey hair to its natural color, no matter what its former shade. It is not a dye, but does its work by supplying proper nourishment and restoring the pigment through the follicles or hair bulb. \$1.00 at drug stores, or—

THE PHOSPHOREX CO., Limited,
Office & Parlors, 43 Yonge St. Arcade, Toronto
Correspondence Solicited

The Empire College of Ophthalmology

7 Richmond St. E., Toronto, Ont.

PRESENTS AN UNUSUAL OPPORTUNITY TO YOUNG MEN AND WOMEN
DESIRING A PLEASANT AND LUCRATIVE OCCUPATION.

**A More Desirable Profession than Medicine or Dentistry, Easily
and Quickly Learned.**

We Guarantee a Splendid Situation to Each Graduate.

GEORGE GUEST Jersey - Cream - and - Milk 108 NASSAU STREET.

ORDERS TAKEN FOR ROUTE DELIVERY
BY PEERLESS DAIRY.

Phone Main 2258.

Do you want a leader in the Cigar line—
one that will draw trade?

THEN KING BUFFALO IS IT.

Send us an order for a sample box, price \$35.00 per 1,000, and you will never regret it. Can furnish intending purchasers with letters of recommendation from customers who have used this brand.

Canada Cigar Co., Makers, London, Ont.

EVERY CONSUMER OF GAS

SHOULD USE THE

ALUMINUM GAS TIP BURNER.

This Burner will unquestionably save **50 per cent. of your gas bills.** The Burners are **absolutely indestructible** They give a **steady, white light**, and are undoubtedly the most economical Burner on the market. **Our Burner will never break a globe.** Samples sent by mail. **WHOLESALE & RETAIL.**

Have you tried our **Asbestos Mantle**—stronger and more durable than any other make—**Price, 25c.**

HORACE WIGLE, SOLE AGENT
IN CANADA
319 YONGE ST., TORONTO



GENERAL EXECUTIVE BOARD.

TORONTO BRANCH.

The regular monthly meeting of the General Executive Board of the "Toronto Branch" was held in the Board Room on Tuesday Evening June 21st, 1904, at 8 o'clock.

President, S. Corrigan in the chair. The minutes of the last meeting were read and confirmed.

The Committee appointed to report on the subject of the increased rates of Fire Insurance reported that they recommend that the subject be taken up at the coming Convention of the Dominion Board and dealt with by them. The resolution carried.

Mr. F. C. Higgins reported on behalf of the Annual Excursion Committee, and stated that the committee had arranged the date for Wednesday, August 10th, to Niagara Falls. After some further consideration of the details, a committee was appointed to visit Niagara Falls and make final arrangements.

Considerable time was then devoted to the consideration of proposed amendments to the Division Court Act, and a resolution was unanimously passed that the amendments be forwarded to the Dominion Board, with a recommendation that legislation be applied for at the coming session of the Provincial Legislature.

In view of the convention of the Dominion Board being held in

'PHONE M. 5054.

Merchants Supply Co.
MANUFACTURERS' AGENTS.

LILLY BRAND
Jams, Jellies and Marmalade.

Biscuits and Confectionery.

QUICK SHINE
Stove and Boot Polish.

56 COLBORNE ST., TORONTO.

Bank of Hamilton

HEAD OFFICE :

HAMILTON, ONT., CANADA.

Commercial credits issued to Retail Merchants for use in Europe and in all foreign countries.

THE WINNING WORD

is quality. We know perfectly that the place of judgment for our goods is the table of the well-to-do. "SUPERIOR BISCUITS" have established their right to the name.

60 Varieties

all told, for all purposes—for the breakfast table and for the daintiest 5 o'clock tea.

Our staples are

**ROYAL CREAM SODAS and
SALTED CRACKERS.**

Our Salesmen are welcomed.

**Guelph Biscuit and
Confectionery Co., Limited**
GUELPH, CANADA.

**GRAND TRUNK RAILWAY
SYSTEM**

**WORLD'S FAIR, ST. LOUIS, APRIL
30th, DECEMBER 1st, 1934.**

Reproduction of Robert Burns' Cottage at
Ayrshire. Reproduction of Jerusalem,
the Holy City.

FAST DAILY SERVICE

**To NIAGARA FALLS,
BUFFALO and NEW YORK.**

8.00 a.m.—EXPRESS, connecting with
famous "BLACK DIAMOND EX-
PRESS," arriving New York 10.08
p.m.

4.50 p.m.—"INTERNATIONAL LIMIT-
ED" arrives at Buffalo 8.00 p.m.,
New York 7.50 a.m.

6.00 p.m.—"NEW YORK EXPRESS"
carries through Pullman sleeper to
New York, arriving 9.13 a.m., and
Pullman sleeper, Buffalo to Phila-
delphia, arriving 8.25 a.m.

**\$130.50 TORONTO to
CALIFORNIA and Return.**

Tourists' Tickets are also on sale
daily in Mexico and Florida.

Choice of Routes and stop-over
privileges at principal points.

For tickets and all information apply to
City Ticket Office, north west corner King
and Yonge Streets (Phone Main 4209, or
Depot Ticket Office.

THE GALT ROBE CO.,

MANUFACTURERS OF

STANDARD Buffalo Robes, Rugs,

COLD WEATHER GARMENTS,

Buffalo and Astrachan Coats, Pea Jackets,
Astrachan Cloths, Eiderdowns, Etc.

GALT, ONT.



Toronto this year, the members considered that the delegates should be properly entertained, and the following committee was appointed for that purpose;—
Messrs. J. Willmot, *Chairman*;
W. B. Rogers, F. C. Higgins, W. Dineen, A. E. Walton, W. Tyrrell,
R. W. Hull, J. H. Lock, F. Fuerst,
T. W. Barber, J. Bruce, W. Mann,
M. Bredin, G. J. St. Leger, S. Cor-
rigan, G. E. Gibbard, J. Hargreaves,
T. Bilton, E. R. Rogers, G. Good,
P. Whytock, M. Ryan, F. J. Den-
ning, A. W. Galbraith, P. N. Judah,
E. M. Trowern, *Secretary*.

No further business coming be-
fore the meeting, it then closed.

TORONTO JUNCTION BRANCH.

A special meeting of the "To-
ronto Junction Branch" was held
in the council chamber of the town
hall on Thursday evening, June
2nd. President E. R. Rogers
occupied the chair. Mr. John
Impey organizer for the Toronto
Branch was present and addressed
the meeting, he pointed out the
many advantages that the Toronto
Branch had obtained through
organization and he was pleased to
know that the members of the
Toronto Junction Branch were
active in taking up many local
matters which were of great
importance to their members and
he hoped they would be successful.
The Dominion Secretary also ad-
dressed the meeting and thanked
the officers and members for their
efforts in assisting the Dominion
Board to obtain the amendments
to the Assessment Act.

He invited them to send

delegates to the Convention, and
hoped that during the coming year
every merchant in the town would
become a member.



WINDSOR BRANCH.

A special meeting of the
"Windsor Branch" was held on
Friday Evening, June 24th, for the
purpose of meeting the Dominion
Secretary, who addressed the mem-
bers on the past work accomplished
by the Association, and also on the
proposed legislation that would be
presented before the Dominion
Board at the Convention. The
Secretary thanked the members
and officers for the attention and
consideration they had given the
various subjects that had come
before them during the past year,
and hoped that the future would
show good results for the mer-
chants throughout Canada. Presi-
dent, A. J. McTavish, was in the
chair, and every member present
expressed themselves strongly on
the necessity of promoting the best
interests of the local Branch. It
was decided that Provincial Or-
ganizer Mr. James Eadie would
visit them and call upon all those
who were not members.



"Why do you call yours a
parlor?" said the patient to the
dentist.

"What would you call it?"

"Well, I should fancy drawing
room would be more appropriate."

—Tit-Bits.

SOME ADVANTAGES OF BEING UNITED WITH THE RETAIL MERCHANTS ASSOCIATION OF CANADA.

There are a large number of questions constantly arising that are common to all Retail Merchants, and which can only be dealt with by them as a whole, such as:

1st. The enforcement of the Transient Traders Act.

2nd. An amendment to the Pedlars License system.

3rd. Making the officials of Corporations responsible for their acts the same as individuals are now held.

4th. To make it a criminal act to advertise goods different to what they are, or to stamp them with false marks.

5th. To simplify the collection of debts in the lower courts.

6th. To obtain reduced Railroad fares for our members.

7th. To abolish Trading stamp coupons and all gift schemes.

8th. To have all scales stamped and examined at the Government expense.

9th. To prevent the application of any system of municipal taxation that is not equitable.

10th. To watch all Municipal and Legislative matters, so that our retail interests will be protected.

These and other similar matters cannot be dealt with by any one line trade association, but can be by having the retail trade thoroughly united through one Association.

The manufacturers are all united in one Association.

The Farmers are all uniting in one association. The Retail Merchants Association of Canada, is formed to look after all retail interests through one Association.

Our Association has a Head Office, a Board Room for holding meetings and a permanent staff, and is then divided into branches and trade sections such as, Drug-

gists Section, Hardware Section, Butchers Section, Grocers Section, Fruiterers Section, Boot and Shoe Section, Coal and Wood Section, Merchant Tailors Section, Jewelers Section, etc., etc., etc.

Each trade Section meets separately once a month, or at the call of the Chairman, to discuss subjects of interest to their particular trade.

Five officers govern each branch, and the officers of all the sections form the General Executive Board. We have Branch Associations in the leading cities and towns, and in this way a perfect organization is created. The membership fee is \$2.00 per year, the Branch Association retain \$1.00 and \$1.00 is forwarded to the Head Office, which is used to cover general expenses.

All other charges, such as, the cost of maintaining the head office, clerks, etc., etc. are paid out of the general funds, and therefore no other costs are levied on the members excepting the membership fee of \$2.00 per year.

When any subject of special interest to any branch or section of trade, has to be considered, copies are forwarded from the head office to the President or Secretary of each branch or to the Chairman of each section in all parts of the Province, or Dominion, and in that way complete and rapid results are obtained as well as much time and trouble saved.

If you are not a member you ought to be.



What protects our intererests, protects also that of our customers.

The skilled Retail Merchant is the guardsman who stands between the manufacturer and the customer.

Clean shops attract clean customers.

MILK DEALERS' SECTION.

The members of the "Milk Dealers Section" and their friends will hold their annual excursion to Guelph on Wednesday afternoon, July 20th. They will leave Toronto on the G. T. R. at 12.45 and reach Guelph in time to visit the Agricultural College and see the prosperous city of Guelph. A game of baseball will be played between the retail drivers. A very enjoyable outing is expected as the "Milk Dealers" always have the best and give the best measure, as all those who have had the pleasure of attending their excursions will testify. Adults tickets are \$1.00 for the round trip. Children 50c. Tickets can be procured at the G. T. R. Ticket offices or from any of the Committee.



ST. MARY'S FORM A BRANCH.

The Retail Merchants of St. Mary's held a representative meeting in their town hall on Wednesday evening, June 15th. The Provincial Organizer and Dominion Secretary addressed the meeting and after hearing the aims and objects explained they unanimously decided to form a branch. Mr. Eadie will remain and obtain as many members as possible and the election of officers will be held at the next meeting. Every one present decided to use their efforts to get all the principal merchants in the town to become members.



If business cannot be done fairly, because our legislation is wrong, the laws of the state should be altered

**NORTH ENDER MESSENGER SERVICE
AND TELEGRAPH OFFICE,**

751 YONGE STREET

Ring up "North 643" and Messenger will immediately be despatched to serve you. Lowest rates.

The Monroe Improved Gold Gure.

ESTABLISHED IN 1892.

Endorsed by the *New York Journal of Health*.

Safe and Reliable Treatment for the cure of Alcohol, Morphine, Cocaine and Tobacco Habits.

H. J. McKAY, Proprietor, - - WINDSOR, ONT.

TELEPHONE 175.

P. O. BOX 496.

IF YOU WANT

GOOD SELLING

CANADIAN MADE

RUGS

PLACE YOUR

ORDER WITH

The Chatham Rug Works

173 King Street West,

Chatham, Ont., Canada

Established 1854

Phone Main 1706

THE GEO. B. MEADOWS

TORONTO WIRE, IRON AND BRASS WORKS COMPANY
(LIMITED)

Manufacturers of

BANK & OFFICE RAILINGS, ORNAMENTAL IRON FENCING

Wire Window Guards, Wire Cloth, Moulders' Riddles,

Children's Cots, Window Fixtures, Wire Work,

Architectural Wrought Iron Work.

117 King St. W.,

Toronto, Ont.

STRONG DURABLE Ideal Woven Wire Fencing

Made of heavy (No. 9) hard steel galvanized wire and with a lock that cannot slip, it is the strongest and most durable woven wire fence manufactured. A style for every purpose.
Write to-day for Catalogue of Fencing and Gates—Free.

The McGregor-Banwell Fence Company, Limited,
WALKERVILLE, ONTARIO.

A Real Good Thing.

Our poet will proceed to sing
The merit of a real good thing,
A something time and labor saves
And keeps good wives from being slaves.

Powdered Ammonia cleanses rugs,
Cures stings of bees and bites of bugs;
It's good for scouring cans for milk,
Removing stains and grease from silk.

It makes hard water soft as rain,
Cures scald in feet, removes the pain;
It's good for bath and good for skin,
It's good for marble, zinc and tin.

A disinfectant, and sure to give
Microbe and germs no chance to live;
For closet, sewer pipe and sink,
It lengthens life an extra link.

Our packages are just as nice,
Three times as strong, at half the price,
As liquid forms, whose highest claim
To merit is a catchy name.

S. F. LAWRASON & CO.

MANUFACTURERS OF

Powdered Ammonia,
Lard Oil and Soaps,
LONDON, ONT.

Awnings

WE MAKE

Good Awnings

We use the best materials.

We put in the best workman-
ship.

We make every style.

Our prices are right.

We are Canadians.

Out of town orders promptly and
correctly filled.

WM. BARTLETT AND SON,

16 Adelaide St. West,
Toronto

Old Doctor Compton's Favorite Stock
Food and Favorite Liniment,
Etc., Etc.

S. J. ANDREWS, *Manager.*

OFFICE OF

The **Emprise Works**

...Manufacturers...

CLINTON, * ONTARIO

Cement, Tile, Sewer Pipes, Culvert
Pipes, Window Sills,
Etc, Etc.

THE
**Gray, Young
& Sparling Co.**
(LIMITED)

SALT
..Manufacturers..

Granted the Highest Awards in Com-
petition with other makers. : : : : :

WINGHAM, Ont.

Established 1871

SHERBROOKE QUEBEC ORGANIZED.

A well attended meeting of the Retail Merchants of the Eastern Townships was held in the Grand Central Hotel Sherbrooke on Friday night, May 27th, 1904, at 8 o'clock, for the purpose of organizing and forming a branch of "The Retail Merchants Association of Canada."

Among those present were Messrs. L. A. Bayley, N. T. Dus-sault, C. F. Olivier, J. A. Mc-Kechnie, T. Belanger, Sherbrooke; George Cummings, Geo. W. Miller, Ulverton, V. Marchessault, U. Bail, West Shefford; George Cameron Adamsville; A. Trudeau, Windsor Mills; J. S. Mullin, Granby; J. J. Granby; J. J. Mullin, Bedford; W. G. Brown, Cowansville; John McMorine, A. J. Hudson, Rich-

mond; A. Deseve and R. E. Betrand, Magog.

The organization was effected and the following officers elected:

President, L. A. Bayley.

1st Vice-President, W. G. Brown.

2nd Vice-President, V. Marches-sault.

Secretary, J. J. Mullin.

Treasurer, A. J. Hudson.

Board, John McMorine, G. E. Lavid, Arthur Deseve, A. Trudeau, John McKechnie, T. Belanger, J. S. Mullin, C. Fox, P. A. Bissonette and L. E. Dyer.

The constitution and by-laws of the Retail Merchants Association of Canada will be adopted.



AN UP-TO-DATE SHOW CASE FIRM.

The Detroit Show Case Co.,
makers of the famous "Quick

Sales" show cases have a branch house in Windsor, which enables them to supply the Canadian trade with show cases for either inside or outside use, f. o. b. cars at Windsor free of duty.

The above named firm ship their cases from coast to coast. They have made cases for some of the largest stores in New York city and other leading American cities.

If you contemplate purchasing any show cases it might be well to write them for designs.

ACCOUNT BOXER TO MERCHANTS:

TANGLED ACCOUNTS UNRAVELLED—Will show YOU where your system is non-effective, and how to be remedied—Wholesale or Retail—CONFIDENTIAL.

G. T. VEALE, Expert Accountant

109 Bay St., Toronto

ILLUMINATED
FLOOR CASE,
DRUGGISTS AND
JEWELLERS
FITTINGS.



COUNTER CASES,
CHEESE AND
BREAD CASES.
OUTSIDER CASES

'Phone Main 4519

CONFECTIONERS CASE AND TABLE.

CANADIAN SHOW CASE CO.,

A. T. DARRAGH, Manager.

Office and Showroom:—92 Adelaide St. West.

Factory:—Cor. Sheppard and Adelaide Sts.

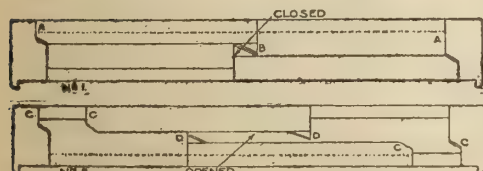
TORONTO

(Our New Catalogue for
the asking. Please write
name in full.)

Telephone Main 4458.

THE ORIGINAL
Canada Show Case Co.

ALL KINDS OF SHOW CASES.



PALMERS' DUST-PROOF SYSTEM.

AS APPLIED TO SHOW CASE
AND WALL CASE DOORS.

Jewelry and Drug Fittings—Store, Office and
Barbers' Fittings—British Plate and
other Mirrors and Frames.

See illustration of our New Radium Case in
next issue. Drawings and Prices Furnished
on Application for Store, Office and all
Interior Wood-work.

McGONEGAL & PALMER,

Office and Factory,

120-124 Richmond St. East,

Near Jarvis St., **TORONTO**

H. G. BATCHELOR.

W. PA NE.

Phone —

CITY WINDOW CLEANING CO.

52 RICHMOND ST. EAST.

Offices, Stores and Residences Cleaned, Shut-
ters taken down and Storm Windows
put up. Carpets Beaten and Cleaned,
All Work Promptly Attended to.

PLEASE DROP US A CARD.

'PHONE 1451 MAIN.

Rapid Messenger Service

177 BAY STREET.

ALWAYS OPEN. PROMPTNESS OUR MOTTO.

Please place our name on your 'Phone card.

Reasonable Prices. Thorough Work. Estimates
Furnished.

**THE ROBINSON
WINDOW CLEANING CO.**

23 SCOTT STREET.

PACIFIC BLDG., ROOM 3.

Windows Cleaned, Storm Sash put up
and taken down, Floors Scrubbed, Oiled
and Waxed.

TELEPHONE MAIN 4898.

A. E. FERRIER,

531 Yonge Street, - - TORONTO

Manufacturer of

WIRE NOVELTIES,

WINDOW DISPLAY FIXTURES,

AGENTS' SPECIALTIES, &c.

BARTOLO MAIORANA

113 Elizabeth St., Toronto, Ont.

SUPERIOR MACARONI

Equal to best imported—wholesale & retail—
wholesale price, 25 lb. box, \$1.50.

We also have Olive Oil and Italian Cheese.

Preston Furniture Co.

(LIMITED)

PRESTON, ONTARIO

Manufacturers of OFFICE DESKS.

Catalogues Supplied on Application
to the trade only.



W. J. KRAMER
FINE *
WOOD ENGRAVER

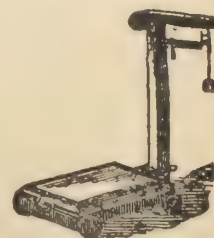
JORDAN CHAMBERS

17 Jordan St., Toronto

**STANDARD
SCALES....**

For Railroad, hay,
live stock, dairy, coal
and platform.

For prices and
particulars apply
nearest Hardware or



GEO. M. FOX,

YORK STREET, LONDON, ONT.

NIAGARA RIVER LINE

Niagara Navigation Co., Limited.

THE NIAGARA-TORONTO ROUTE**6 TRIPS DAILY (Sunday Excepted)****LEAVING TORONTO****7.30 A.M., 9 A.M., 11 A.M., 2 P.M.,
3.45 P.M., 5.15 P.M., for****LEWISTON, QUEENSTON AND
NIAGARA-ON-THE-LAKE.**

Connecting at above points with New York Central and Hudson River R. R., Great Gorge Route (Electric), Michigan Central Ry., International Ry. Co. (Electric), for Niagara Falls, Buffalo, New York, Boston, Cleveland, St. Louis, and all points South, East and West. Steamers arrive at Toronto :

**10.30 A.M., 1.15 P.M., 3.15 P.M.,
4.45 P.M. 8.30 P.M., 10.30 P.M.****B. W. FOLGER, Manager,
TORONTO, CANADA**

— FOR —

PRINTINGOF EVERY DESCRIPTION
AT CLOSE PRICES : : : :

RING UP MAIN

3 5 5 6**HILL** Printing
Comp'y...**(B. J. HILL, Manager)****48 RICHMOND ST. W.,
Toronto.****LA FAMA****A CIGAR**OF QUALITY AND MERIT**WORTH ITS WEIGHT
IN GOLD.****BRENER BROS.**

— MAKERS —

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Correspondence Solicited.

When ordering, please mention this paper.

THE TUCKETT CIGAR CO., Limited**HAMILTON, CANADA.****TUCKETT'S****T. & B.****MYRTLE NAVY****10c. Plug.****FOR SALE EVERYWHERE.**

No Coal Equals our "Glen Dale."

It is extra BRIGHT and HARD—Produces a great heat and burns to a clean ash—Absolutely no waste—Every ton guaranteed—If the coal you are using does not suit you, try a ton of ours, and you will use no other. Price **\$6.50 PER TON, DELIVERED.**

Special !! Our High Grade Pea Coal, Large and Clean : : : : : **\$4.75 per ton**—————

THE WHEELER COAL CO.

PHONES—Main 5088—Main 3894.

COR OF QUEEN & BATHURST STS.

Wagons by the Hour or Day. Regular Deliveries Cover the City Twice Daily.

The Toronto Delivery Co.

S. GODDARD, Proprietor.

Phone Main 2287.

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CANADIAN PACIFIC

World's Fair, St. Louis, April 30th to December 1st, 1904.

Toronto, Hamilton, Buffalo and New York Service.

Toronto and Hamilton.

Lv. Toronto.	Ar. Hamilton.
a 7.50 a.m.	a 8.45 a.m.
b 9.45 a.m.	b 10.40 a.m.
a 1.12 p.m.	a 2.10 p.m.
a 3.00 p.m.	a 3.55 p.m.
b 5.20 p.m.	b 6.15 p.m.
a 7.35 p.m.	a 8.30 p.m.

Lv. Hamilton.	Ar. Toronto.
a 8.00 a.m.	a 8.55 a.m.
b 9.55 a.m.	b 10.50 a.m.
a 12.25 p.m.	a 1.20 p.m.
a 3.10 p.m.	a 4.05 p.m.
a 5.15 p.m.	a 6.10 p.m.
b 9.10 p.m.	b 9.05 p.m.

Toronto to Buffalo and New York

Lv. Toronto.	Ar. Buffalo.
a 7.50 a.m.	a 10.55 p.m.
b 9.45 p.m.	b 12.40 p.m.
b 5.20 p.m.	b 9.20 a.m.
Lv. Toronto.	Ar. New York.
a 10.00 p.m.	a 10.00 p.m.
b 7.50 a.m.	b 7.50 a.m.

The 5.20 p.m. train has through first-class sleeper, Toronto to New York, and Dining Car, Toronto to Buffalo daily.

a—Daily, except Sunday. h—Daily.

Tickets and further information at Canadian Pacific Ticket Office, 1 King Street East, or Union Station Ticket Office (north wicket.) A. H. NOTMAN, Assistant General Passenger Agent, Toronto

TORONTO EXHIBITION.

We understand that the exhibition this year will be far ahead of anything yet attempted in Toronto—the list of entries already being a record one. The entertainments will also be well up to date, the leading feature being a representation of the siege of Lucknow, and this item alone is worth a visit to the exhibition grounds.

Music lovers are also well catered for, as the management have engaged the services of the band of the 42nd Highlanders, the famous Black Watch.



MR. C. H. MILLS, Past President of the Berlin and Waterloo Branch of the Retail Merchants' Association of Canada, sailed for Europe on Wednesday last. A meeting of the Association was held to wish Mr. Mills "bon voyage" and a safe return home. The Secretary, Mr. S. A. Bruchbacker, said that during Mr. Mills' term of office he had made himself exceptionally popular with everyone connected with the Association, so much so that they would miss him very much even for the short time he was to be away. However, Mr. Mills could rest assured that he had the best wishes of the Association for a good time, and they one and all trusted the journey would be beneficial in all ways.

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